Attorney Docket No.: 100-010USANA0

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Continuation Application based on co-pending Application of:

Applicant	:	Thomas J. Perkowski
Serial No.	:	08/936,375
Filing Date	:	September 24, 1997

Honorable Commissioner of Patents
    and Trademarks
Washington, DC 20231

PRELIMINARY AMENDMENT

Sir:

Preliminary to the examination of the above referenced Continuation Application, kindly amend the same as follows:

AMENDMENT OF THE DISCLOSURE:

Please amend the Specification as follows:

On Page 1, please amend the first paragraph as follows:

--RELATED CASES

This is a Continuation of U.S. Application Serial No. 08/936,375 entitled "System And Method For Delivering Consumer Product Related Information To Consumers Using Internet-Based Information Servers And Clients" filed September 24, 1997, which is a Continuation-in-Part of [copending] U.S. Application Serial No. 08/871,815 entitled "System And Method For Finding and Serving Consumer Product Related Information To Consumers Using Internet-Based Information Servers And Clients" filed June 9, 1997, which is a Continuation-in-Part of [copending] U.S. Application Serial No. 08/854,877 entitled "System And Method For Delivering Consumer Product Related Information To Consumers Within Retail Environments Using Internet-Based Information Servers And Sales Agents" filed May 12, 1997, which is a Continuation-in-Part of [copending] U.S. Application Serial No. 08/826,120 entitled "System And Method For Collecting Consumer Product Related Information And Transmitting And Delivering The Same Along The Retail Supply And Demand Chain Using The Internet" filed March 27, 1997, which is a Continuation of U.S. Application Serial No. 08/752,136 entitled

"System And Method For Finding Product and Service Related Information On The Internet" filed November 19, 1996; which is a Continuation-in-Part of [copending] U.S. Application Serial No. 08/736,798 entitled "System And Method For Finding Product and Service Related Information On The Internet" filed on October 25, 1996; each said Application being assigned to IPF, Inc. and incorporated herein by reference in its entirety as if set forth fully herein.

AMENDMENT OF THE TITLE:

Please amend the Title to read as follows:

--METHOD OF AND SYSTEM FOR CREATING AND MANAGING UPN/TM/PD/URL DATA LINKS RELATING TO THE CONSUMER PRODUCTS OF A MANUFACTURER, AND TRANSPORTING SAID UPN/TM/PD/URL DATA LINKS TO A CENTRAL RELATION DATABASE MANAGEMENT SYSTEM (RDBMS) SO THAT CONSUMERS CAN ACCESS AND USE SAID UPN/TM/PD/URL DATA LINKS TO FIND CONSUMER PRODUCT RELATED INFORMATION RESOURCES ON THE INTERNET WHICH HAVE BEEN REFERENCED BY THE MANUFACTURER AND/OR ITS AGENTS--

AMENDMENT OF THE CLAIMS:

Please cancel claims 20-39 without prejudice or disclaimer and add rewritten claims 51-72 as follows:

--51. A method of creating and managing UPN/TM/PD/URL data links relating to the consumer products of a manufacturer, and transporting said UPN/TM/PD/URL data links to a central relation database management system (RDBMS) so that consumers can access and use said UPN/TM/PD/URL data links to find consumer product related information resources on the Internet which have been referenced by the manufacturer and/or its agents, said method comprising the steps of:

(a) storing in a local relational database management system (RDBMS), information elements representative of

(1) a plurality of universal product numbers (UPNs) assigned to a plurality of consumer products associated with a manufacturer and registered with said local RDBMS, and

(2A) a trademark (TM) symbolically linked to each said UPN,

(2B) a product description (PD) symbolically linked to each said UPN, and

(2C) a plurality of uniform resource locators (URLs) symbolically linked to each said UPN,

wherein each said URL specifies the location of an information resource located on the Internet and related to a particular consumer product of said manufacturer, and

wherein a UPN/TM/PD/URL data link is created and maintained in said local RDBMS for each consumer product registered with said local RDBMS so as to maintain a plurality of UPN/TM/PD/URL data links in said local RDBMS for said plurality of consumer products of said manufacturer;

(b) transporting said plurality of UPN/TM/PD/URL data links from said local RDBMS to a central relational database management system (RDBMS), via a telecommunication link, so as to register said plurality of consumer products of said manufacturer with said central RDBMS;

(c) operably connecting an Internet database server to said central RDBMS and the infrastructure of the Internet, so as to enable said Internet database server to service a request made by an Internet-enabled client system, for information on the Internet about one of said plurality of consumer products registered with said central RDBMS;

(d) operably connecting an Internet-enabled client system to the infrastructure of the Internet so as to enable a consumer to transmit a request for consumer product information on the Internet about a consumer product registered with said central RDBMS, wherein each said request may include either the UPN, TM and/or PD symbolically linked to the UPN assigned to a registered consumer product on which consumer product information on the Internet is being sought by a consumer using said Internet-enabled client system;

(e) receiving at said Internet database server, the request transmitted by said Internet-enabled client system, and recovering the UPN, TM and/or PD contained in said request so as to enable said Internet database server to access said plurality of URLs symbolically linked to the UPN, TM, and/or PD and stored in said central RDBMS, and then transmit said accessed plurality of URLs to said Internet-enabled client system; and

(f) displaying said plurality of URLs on said Internet-enabled client system, and enabling the consumer to select any one or more of said displayed URLs to access the corresponding information resources stored in Internet-based product information servers, at the selected URLs.--

--52. The method of claim 51, wherein said UPN assigned to each said consumer product is a unique Uniform Product Code (UPC) number assigned to said consumer product.--

--53. The method of claim 51, wherein said Internet-enabled client system comprises an Internet browser program enabling either the UPN, TM and/or PD symbolically linked to the UPN of a registered consumer product, to be used to access consumer product information contained within said Internet-based product information servers on the Internet.--

--54. The method of claim 51, wherein said information resources contain multi-media information content.--

--55. The method of claim 51, wherein step (b) comprises transporting said plurality of UPN/TM/PD/URL data links from said local RDBMS to a central relational database management system (RDBMS), using an electronic data interchange (EDI) messaging process.--

--56. The method of claim 51, wherein step (b) comprises transporting said plurality of UPN/TM/PD/URL data links from said local RDBMS to a central relational database management system (RDBMS), via a file transfer protocol.--

--57. The method of claim 56, wherein step (a) further comprises said manufacturer registering with said local RDBMS, and then downloading a computer program producing and managing said local RDBMS with said manufacturer's enterprise.--

--58. A system for creating and managing UPN/TM/PD/URL data links relating to the consumer products of a manufacturer, and transporting said UPN/TM/PD/URL data links to a central relation database management system (RDBMS) so that consumers can access and use said UPN/TM/PD/URL data links to find consumer product related information resources on the Internet which have been referenced by the manufacturer and/or its agents, said system comprising:

a local relational database management system (RDBMS) for storing information elements representative of

(1) a plurality of universal product numbers (UPNs) assigned to a plurality of consumer products associated with a manufacturer and registered with said local RDBMS, and

(2A) a trademark (TM) symbolically linked to each said UPN,

(2B) a product description (PD) symbolically linked to each said UPN, and

(2C) a plurality of uniform resource locators (URLs) symbolically linked to each said UPN,

wherein each said URL specifies the location of an information resource located on the Internet and related to a particular consumer product of said manufacturer, and

wherein a UPN/TM/PD/URL data link is created and maintained in said local RDBMS for each consumer product registered with said local RDBMS so as to maintain a plurality of UPN/TM/PD/URL data links in said local RDBMS for said plurality of consumer products of said manufacturer;

a central relational database management system (RDBMS), operably connected to the infrastructure of the Internet, for storing said plurality of UPN/TM/PD/URL data links maintained by said manufacturer;

an Internet database server operably connected to said central RDBMS and the infrastructure of the Internet, for receiving said plurality of UPN/TM/PD/URL data links from said local RDBMS over a telecommunication link, and storing said plurality of UPN/TM/PD/URL data links in said central RDBMS, so as to register said plurality of consumer products of said manufacturer with said central RDBMS;

a plurality of Internet-based product information servers, each operably connected to the infrastructure of Internet and storing information resources located at one or more of said plurality of URLs stored in said central RDBMS, and being related to one or more of said plurality of consumer products of said manufacturer; and

an Internet-enabled client system operably connected to the infrastructure of the Internet so as to enable a consumer to transmit a request for consumer product information on the Internet about a consumer product registered with said central RDBMS, wherein each said request may include either the UPN, TM and/or PD symbolically linked to the UPN assigned to a registered consumer product on which consumer product information is being sought by a consumer using said Internet-enabled client system;

wherein said Internet database server receives the request transmitted by said Internet-enabled client system, recovers the UPN, TM and/or PD contained in said request, and accesses from said central RDBMS the plurality of URLs symbolically linked to the recovered UPN, TM, and/or PD, and then transmits said accessed plurality of URLs to said Internet-enabled client system , and

wherein said plurality of URLs are displayed on said Internet-enabled client system, enabling the consumer to select any one or more of said displayed URLs to access the corresponding information resources stored in said Internet-based product information servers, at the selected URLs.--

--59. The system of claim 58, wherein said UPN assigned to each said consumer product is a unique Uniform Product Code (UPC) number or a European Article Number (EAN) assigned to said consumer product.--

--60. The system of claim 58, wherein said Internet-enabled client system comprises an Internet browser program enabling either the UPN, TM and/or PD symbolically linked to the UPN of a registered consumer product, to be used to access consumer product information contained within said Internet-based product information servers on the Internet.--

--61. The system of claim 58, wherein said information resources contain multi-media information content.--

--62. The system of claim 58, wherein each said Internet-enabled client system is a computer system selected from the group consisting of a mobile hand-held computer, a desktop computer, a network computer and an Internet terminal.--

--63. The system of claim 58, wherein said local RDBMS comprises means for transporting said plurality of UPN/TM/PD/URL data links from said local RDBMS to said RDBMS using an electronic data interchange (EDI) messaging process.--

--64. The system of claim 51, wherein said local RDBMS comprises means for transporting said plurality of UPN/TM/PD/URL data links from said local RDBMS to said central RDBMS via a file transfer protocol.--

--65. The system of claim 56, wherein step (a) further comprises said manufacturer registering with said local RDBMS, and then downloading a computer program producing and managing said local RDBMS with said manufacturer's enterprise.--

--66. The system of claim 56, wherein said consumer product information contained in said information resources includes information items selected from the group consisting of product advertisements, products specifications, product updates, product distributors, product warranty/servicing, and product incentives including rebates, discounts and coupons.--

--67. The system of claim 56, wherein Internet-enabled client system comprises:

a GUI-based Web browser program, and

a bar code symbol reader, operably connected to said GUI-based Web browser program, for reading bar code symbols placed on consumer products and encoded with said UPNs.--

--68. The system of claim 56, wherein said Internet-enabled client computer system is installed within a retail environment, and comprises

a GUI-based Web browser program, and

a bar code symbol reader, operably connected to said GUI-based Web browser program, for reading bar code symbols placed on consumer products and encoded with said UPNs.--

--69. The system of claim 56, wherein said Internet-enabled client computer system is a Web-enabled consumer product information (CPI) kiosk installed within a retail environment, for accessing consumer product related information in response to reading UPN-labeled consumer products, said Web-enabled CPI kiosk comprising:

a housing of compact construction;

a bar code symbol reader, integrated with said housing, for reading a UPN-encoded bar code symbol on a consumer product being offered for sale in said retail shopping

environment, and producing symbol character data representative of the UPN encoded within said UPN-encoded bar code symbol;

an Internet accessing mechanism, integrated with said housing, responsive to the symbol character data produced from said bar code symbol reader, and automatically accessing from said Internet database server, a plurality of URLs symbolically-linked to the UPN encoded within said UPN-encoded bar code symbol read by said bar code symbol reader; and

a display screen, integrated with said housing, for visually displaying said plurality of URLs symbolically-linked to said UPN, and consumer product related information resources accessed from said Internet-based product information servers in response to selecting at least one of said URLs displayed on said display screen.--

--70. The system of claim 69, wherein said display screen is touch-type display screen.--

--71. The system of claim 70, wherein said touch-type display screen comprises an LCD panel.--

--72. The system of claim 69, wherein said Web-enabled CPI kiosk further comprises a credit card transaction terminal for accessing a consumer credit database.--

REQUIREMENT UNDER 37 C.F.R.1.121

As Required under 37 C.F.R. 1.121, and pursuant to the above Amendment, please amend the first paragraph on Page 1 as follows:

--RELATED CASES

This is a Continuation of U.S. Application Serial No. 08/936,375 entitled "System And Method For Delivering Consumer Product Related Information To Consumers Using Internet-Based Information Servers And Clients" filed September 24, 1997, which is a Continuation-in-Part of U.S. Application Serial No. 08/871,815 entitled "System And Method For Finding and Serving Consumer Product Related Information To Consumers Using Internet-Based Information Servers And Clients" filed June 9, 1997, which is a Continuation-in-Part of U.S. Application Serial No. 08/854,877 entitled "System And Method For Delivering Consumer Product Related Information To Consumers Within Retail Environments Using Internet-Based Information Servers And Sales Agents" filed May 12, 1997, which is a Continuation-in-Part of U.S. Application Serial No. 08/826,120 entitled "System And Method For Collecting Consumer Product Related Information And Transmitting And Delivering The Same Along The Retail Supply And Demand Chain Using The Internet" filed March 27, 1997, which is a Continuation of U.S. Application Serial No. 08/752,136 entitled "System And Method For Finding Product and Service Related Information On The Internet" filed November 19, 1996; which is a Continuation-in-Part of U.S. Application Serial No. 08/736,798 entitled "System And Method For Finding Product and Service Related Information On The Internet" filed on October 25, 1996; each said Application being assigned to IPF, Inc. and incorporated herein by reference in its entirety as if set forth fully herein.

Also required under 37 C.F.R. 1.121, and pursuant to the present Amendment, a clean set of the pending Claims is set forth below.

51. A method of creating and managing UPN/TM/PD/URL data links relating to the consumer products of a manufacturer, and transporting said UPN/TM/PD/URL data links to a central relation database management system (RDBMS) so that consumers can access and use said UPN/TM/PD/URL data links to find consumer product related information resources on the Internet which have been referenced by the manufacturer and/or its agents, said method comprising the steps of:

(a) storing in a local relational database management system (RDBMS), information elements representative of

(1) a plurality of universal product numbers (UPNs) assigned to a plurality of consumer products associated with a manufacturer and registered with said local RDBMS, and

(2A) a trademark (TM) symbolically linked to each said UPN,

(2B) a product description (PD) symbolically linked to each said UPN, and

(2C) a plurality of uniform resource locators (URLs) symbolically linked to each said UPN,

wherein each said URL specifies the location of an information resource located on the Internet and related to a particular consumer product of said manufacturer, and

wherein a UPN/TM/PD/URL data link is created and maintained in said local RDBMS for each consumer product registered with said local RDBMS so as to maintain a plurality of UPN/TM/PD/URL data links in said local RDBMS for said plurality of consumer products of said manufacturer;

(b) transporting said plurality of UPN/TM/PD/URL data links from said local RDBMS to a central relational database management system (RDBMS), via a telecommunication link, so as to register said plurality of consumer products of said manufacturer with said central RDBMS;

(c) operably connecting an Internet database server to said central RDBMS and the infrastructure of the Internet, so as to enable said Internet database server to service a request made by an Internet-enabled client system, for information on the Internet about one of said plurality of consumer products registered with said central RDBMS;

(d) operably connecting an Internet-enabled client system to the infrastructure of the Internet so as to enable a consumer to transmit a request for consumer product information on the Internet about a consumer product registered with said central RDBMS, wherein each said request may include either the UPN, TM and/or PD symbolically linked to the UPN assigned to a registered consumer product on which consumer product information on the Internet is being sought by a consumer using said Internet-enabled client system;

(e) receiving at said Internet database server, the request transmitted by said Internet-enabled client system, and recovering the UPN, TM and/or PD contained in said request so as to enable said Internet database server to access said plurality of URLs symbolically linked to the

UPN, TM, and/or PD and stored in said central RDBMS, and then transmit said accessed plurality of URLs to said Internet-enabled client system; and

(f) displaying said plurality of URLs on said Internet-enabled client system, and enabling the consumer to select any one or more of said displayed URLs to access the corresponding information resources stored in Internet-based product information servers, at the selected URLs.

52. The method of claim 51, wherein said UPN assigned to each said consumer product is a unique Uniform Product Code (UPC) number assigned to said consumer product.

53. The method of claim 51, wherein said Internet-enabled client system comprises an Internet browser program enabling either the UPN, TM and/or PD symbolically linked to the UPN of a registered consumer product, to be used to access consumer product information contained within said Internet-based product information servers on the Internet.

54. The method of claim 51, wherein said information resources contain multi-media information content.

55. The method of claim 51, wherein step (b) comprises transporting said plurality of UPN/TM/PD/URL data links from said local RDBMS to a central relational database management system (RDBMS), using an electronic data interchange (EDI) messaging process.

56. The method of claim 51, wherein step (b) comprises transporting said plurality of UPN/TM/PD/URL data links from said local RDBMS to a central relational database management system (RDBMS), via a file transfer protocol.

57. The method of claim 56, wherein step (a) further comprises said manufacturer registering with said local RDBMS, and then downloading a computer program producing and managing said local RDBMS with said manufacturer's enterprise.

58. A system for creating and managing UPN/TM/PD/URL data links relating to the consumer products of a manufacturer, and transporting said UPN/TM/PD/URL data links to a central

relation database management system (RDBMS) so that consumers can access and use said UPN/TM/PD/URL data links to find consumer product related information resources on the Internet which have been referenced by the manufacturer and/or its agents, said system comprising:

a local relational database management system (RDBMS) for storing information elements representative of

(1) a plurality of universal product numbers (UPNs) assigned to a plurality of consumer products associated with a manufacturer and registered with said local RDBMS, and

(2A) a trademark (TM) symbolically linked to each said UPN,

(2B) a product description (PD) symbolically linked to each said UPN, and

(2C) a plurality of uniform resource locators (URLs) symbolically linked to each said UPN,

wherein each said URL specifies the location of an information resource located on the Internet and related to a particular consumer product of said manufacturer, and

wherein a UPN/TM/PD/URL data link is created and maintained in said local RDBMS for each consumer product registered with said local RDBMS so as to maintain a plurality of UPN/TM/PD/URL data links in said local RDBMS for said plurality of consumer products of said manufacturer;

a central relational database management system (RDBMS), operably connected to the infrastructure of the Internet, for storing said plurality of UPN/TM/PD/URL data links maintained by said manufacturer;

an Internet database server operably connected to said central RDBMS and the infrastructure of the Internet, for receiving said plurality of UPN/TM/PD/URL data links from said local RDBMS over a telecommunication link, and storing said plurality of UPN/TM/PD/URL data links in said central RDBMS, so as to register said plurality of consumer products of said manufacturer with said central RDBMS;

a plurality of Internet-based product information servers, each operably connected to the infrastructure of Internet and storing information resources located at one or more of said plurality of URLs stored in said central RDBMS, and being related to one or more of said plurality of consumer products of said manufacturer; and

an Internet-enabled client system operably connected to the infrastructure of the Internet so as to enable a consumer to transmit a request for consumer product information on the Internet about a consumer product registered with said central RDBMS, wherein each said request may include either the UPN, TM and/or PD symbolically linked to the UPN assigned to a registered consumer product on which consumer product information is being sought by a consumer using said Internet-enabled client system;

wherein said Internet database server receives the request transmitted by said Internet-enabled client system, recovers the UPN, TM and/or PD contained in said request, and accesses from said central RDBMS the plurality of URLs symbolically linked to the recovered UPN, TM, and/or PD, and then transmits said accessed plurality of URLs to said Internet-enabled client system , and

wherein said plurality of URLs are displayed on said Internet-enabled client system, enabling the consumer to select any one or more of said displayed URLs to access the corresponding information resources stored in said Internet-based product information servers, at the selected URLs.

59. The system of claim 58, wherein said UPN assigned to each said consumer product is a unique Uniform Product Code (UPC) number or a European Article Number (EAN) assigned to said consumer product.

60. The system of claim 58, wherein said Internet-enabled client system comprises an Internet browser program enabling either the UPN, TM and/or PD symbolically linked to the UPN of a registered consumer product, to be used to access consumer product information contained within said Internet-based product information servers on the Internet.

61. The system of claim 58, wherein said information resources contain multi-media information content.

62. The system of claim 58, wherein each said Internet-enabled client system is a computer system selected from the group consisting of a mobile hand-held computer, a desktop computer, a network computer and an Internet terminal.

63. The system of claim 58, wherein said local RDBMS comprises means for transporting said plurality of UPN/TM/PD/URL data links from said local RDBMS to said RDBMS using an electronic data interchange (EDI) messaging process.

64. The system of claim 51, wherein said local RDBMS comprises means for transporting said plurality of UPN/TM/PD/URL data links from said local RDBMS to said central RDBMS via a file transfer protocol.

65. The system of claim 56, wherein step (a) further comprises said manufacturer registering with said local RDBMS, and then downloading a computer program producing and managing said local RDBMS with said manufacturer's enterprise.

66. The system of claim 56, wherein said consumer product information contained in said information resources includes information items selected from the group consisting of product advertisements, products specifications, product updates, product distributors, product warranty/servicing, and product incentives including rebates, discounts and coupons.

67. The system of claim 56, wherein Internet-enabled client system comprises:

a GUI-based Web browser program, and

a bar code symbol reader, operably connected to said GUI-based Web browser program, for reading bar code symbols placed on consumer products and encoded with said UPNs.

68. The system of claim 56, wherein said Internet-enabled client computer system is installed within a retail environment, and comprises

a GUI-based Web browser program, and

a bar code symbol reader, operably connected to said GUI-based Web browser program, for reading bar code symbols placed on consumer products and encoded with said UPNs.

69. The system of claim 56, wherein said Internet-enabled client computer system is a Web-enabled consumer product information (CPI) kiosk installed within a retail environment, for

accessing consumer product related information in response to reading UPN-labeled consumer products, said Web-enabled CPI kiosk comprising:

a housing of compact construction;

a bar code symbol reader, integrated with said housing, for reading a UPN-encoded bar code symbol on a consumer product being offered for sale in said retail shopping environment, and producing symbol character data representative of the UPN encoded within said UPN-encoded bar code symbol;

an Internet accessing mechanism, integrated with said housing, responsive to the symbol character data produced from said bar code symbol reader, and automatically accessing from said Internet database server, a plurality of URLs symbolically-linked to the UPN encoded within said UPN-encoded bar code symbol read by said bar code symbol reader; and

a display screen, integrated with said housing, for visually displaying said plurality of URLs symbolically-linked to said UPN, and consumer product related information resources accessed from said Internet-based product information servers in response to selecting at least one of said URLs displayed on said display screen.

70. The system of claim 69, wherein said display screen is touch-type display screen.

71. The system of claim 70, wherein said touch-type display screen comprises an LCD panel.

72. The system of claim 69, wherein said Web-enabled CPI kiosk further comprises a credit card transaction terminal for accessing a consumer credit database.
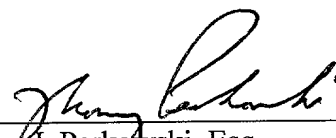
REMARKS

      The present Continuation Application is filed to continue prosecution of the inventive subject matter originally disclosed in Application Serial No. 08/936,375 entitled "System And Method For Delivering Consumers Using Internet-Based Information Servers And Clients" by Thomas J. Perkowski, filed September 24, 1997.

      Applicants reserve the right to file Continuation Applications on the cancelled Claims.

<div align="center">Respectfully submitted,</div>

Dated: October 25, 2001

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